

ABSTRACT

The present invention provides a computerized method for systematically evaluating the drivers of a company's share price, and for making frequent small adjustments to the company's goals (as set forth in its budget and operational plans) in a manner that manages or stabilizes the level and reduces the volatility of the company's share price. In a preferred method, data representing a plurality of internal and external factors that affect the level of the company's share price are received. A subset of the received data is selected, then analyzed to estimate the absolute or relative influence of each of a plurality of factors on the level of the company's share price. Next, an estimate is generated of how changes in each of a plurality of the internal factors will affect the company's share price. This estimate is then used to make changes in the company's goals. Frequent small changes to the company's goals act as small "mid-course corrections" that reduce unnecessary share price volatility.